

BUS 303: Assignment 4
Professional Training Presentation

This team assignment is worth 15% of your final grade.

Task

For this assignment you will continue working in your teams to design a professional training presentation focused on the topic you researched and wrote about in Assignment 1. Your team will prepare an engaging and informative 15-minute podcast (an audio presentation with narration) intended to enhance your audience's knowledge (peers and emerging professionals) of the topic. You will deliver the training by posting your team podcast to the course Discussion Board, where your classmates can access it, listen to it, and respond to it.

Evaluation Criteria

Your podcast will be evaluated on the following:

Content

- Did the podcast begin with an introduction to the team and topic (tells who is speaking with a description of the topic and purpose for the podcast)?
- Did the team engage the audience during the introduction with something clever or attention grabbing?
- Did the team reference research-based and informative content to enhance the audience's knowledge of the topic?
- Did the team effectively communicate the relevance and benefits of their topic?
- Did the team provide a conclusion that summarized key information and takeaways for the audience?
- Did the team credit 3-4 unique sources of information within the podcast appropriately?

Delivery and Technical Production

- Was the podcast delivery practiced and polished with smooth transitions, no dead space, and a conversational style?
- Was the podcast organized, clear, and stayed within the allotted time?
- Did the podcast include musical or other effects or enhancements to impact quality and understanding?
- Did all team members contribute equally to the finished product by assisting in content creation and the editing process?

Resources

NPR Starting Your Podcast: A Guide for Students

<https://www.npr.org/2018/10/30/662070097/starting-your-podcast-a-guide-for-students#structure>

How to Write a Podcast Script

<https://castos.com/podcast-script/>

Zoom (for audio recording) and Audacity (free recording application and sound editing software)

<https://its.gmu.edu/service/zoom/> and <https://www.audacityteam.org/>

Learn How to Record a Podcast Using Zoom

<https://www.thepodcasthost.com/recording-skills/record-a-podcast-on-zoom/>

Sources for Royalty Free Music

<https://www.royaltyfree-music.com/> and <https://www.podcast.co/create/royalty-free-music-for-podcasts>

Submission Instructions

Podcast digital audio files (MP3 preferred) should be posted to the course Discussion Board prior to class on XX.